

Essential Question:

What does logos appeal to?

Questions:



Logos

Many consider logos to be the most effective method of persuasion. Why?

Which method can I utilize more in my writing?

Notes:

- Logos uses logic, reasoning, evidence, and facts to support an argument.

- Logos appeals to the more rational side of the audience's minds, and provides researched support for the argument.

- Logos uses:

- evidence

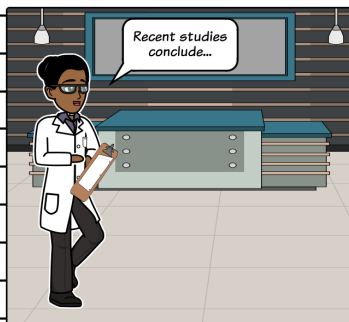
- testimony

- Statistics and data

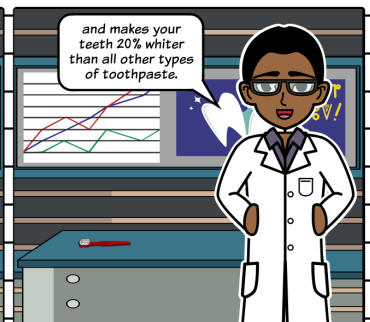
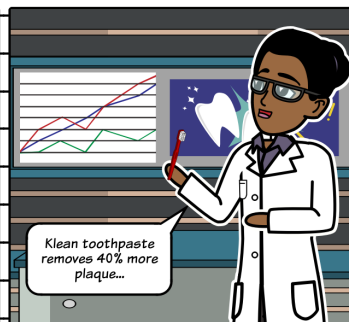
- universal truths

Logos

- Logos = logical appeal
- Logos refers to any attempt to appeal to the intellect.
- Logos appeals to the left side of the audience's brain. The audience finds certain patterns, conventions and modes of reasoning to be convincing and persuasive.
- The audience relies on reasoning and facts to make its decision. Numbers, polls and statistics are also examples of the persuasive use of logic.



Create your own at Storyboard That



Summary:

Answer essential question here